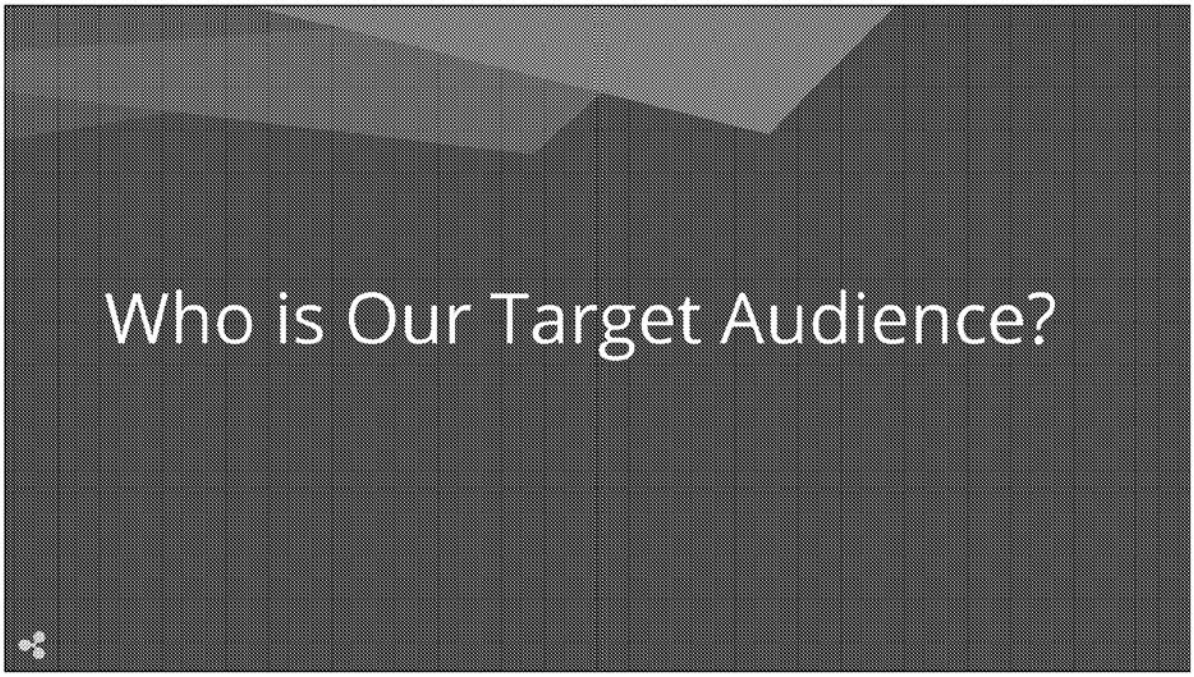
PX 591

ripple
Ripple.com Report
September, 2016

Ripple.com Goals
1. Generate qualified leads for sales.
2. Attract world-class talent.
3. Build Ripple's reputation as an industry leader.

Record-Breaking Month!
Total Visitor Sessions in September
43% increase in total visitor sessions
38% increase in total pageviews
113% increase in AdWord clicks
34% increase in qualified leads


Who is Our Target Audience?

Ripple.com Target Audiences
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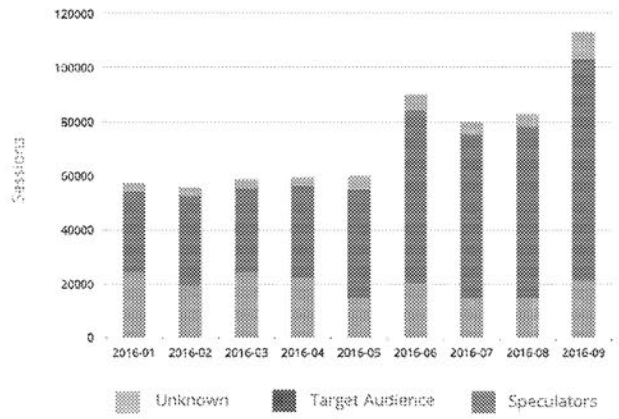
1. Leads for Sales: Financial institutions, channel partners, liquidity providers.
2. World-Class Talent: Prospective employees & interns.
3. Reputation: Banking, fintech, blockchain industry.

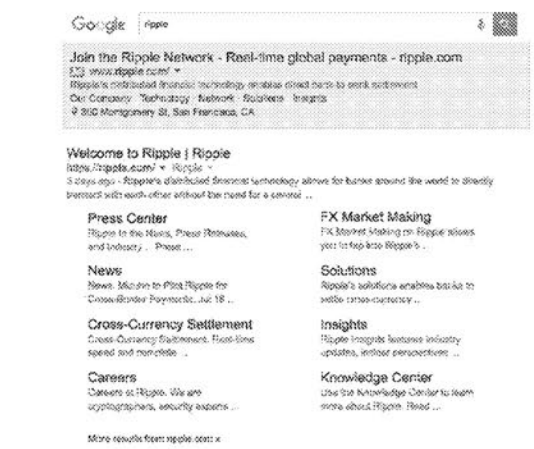
Record-Breaking Traffic from Major News Announcements



September was a record-setting month for Ripple.com. Major news announcements (Series B, customer adoption and GPSG) drove a traffic increase of 43%.

This led to a 34% increase in qualified leads for sales, and a 38% increase in overall pageviews.

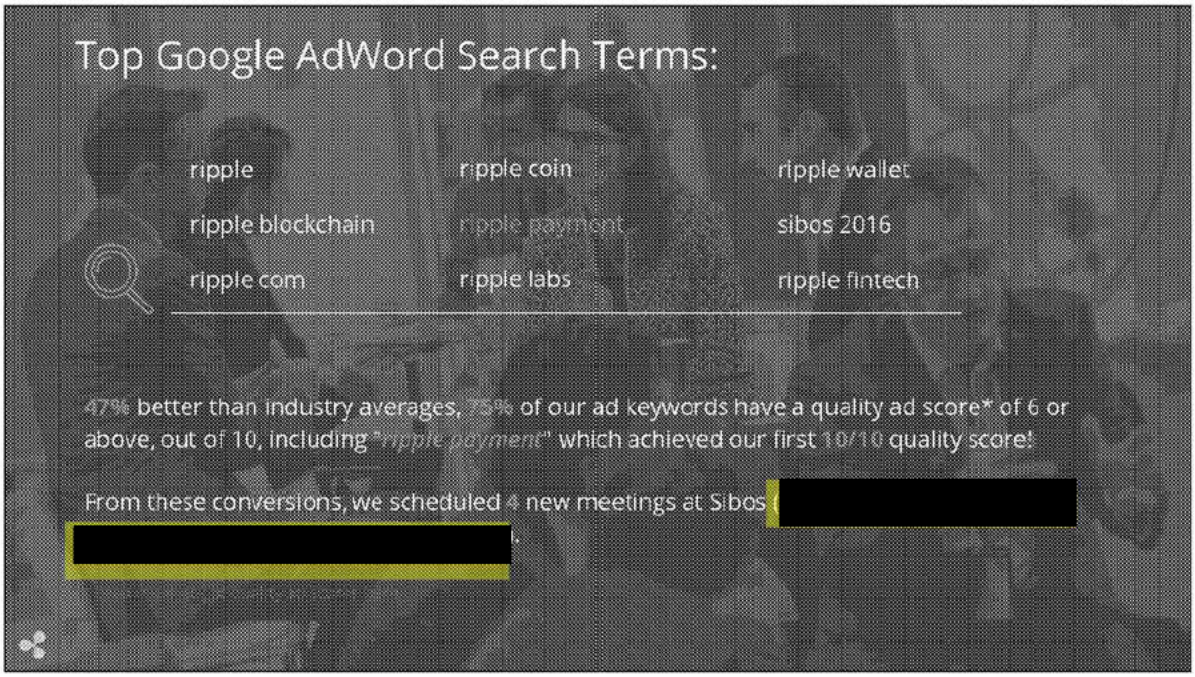
Engaging Our Target Audience: Google AdWords



Google AdWords helps drive traffic to Ripple.com. The goal is to catch potential clients in the moment as they search for relevant Ripple terms. Ad reach was expanded from North America to Western Europe, Japan, Singapore & Thailand.

- 92k impressions (20% increase).
- 3.6k clicks (113% increase).
- 26 conversions (18% increase).

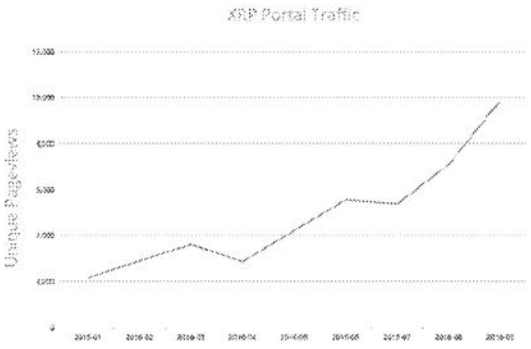
Thanks to this significant improvement, AdWords now contributes to 3.6% of all user sessions on Ripple.com.


Top Google AdWord Search Terms:
ripple
ripple coin
ripple wallet
ripple blockchain
ripple payment
sibos 2016
ripple com
ripple labs
ripple fintech
47% better than industry averages, 75% of our ad keywords have a quality ad score* of 6 or above, out of 10, including "ripple payment" which achieved our first 10/10 quality score!
From these conversions, we scheduled 4 new meetings at Sibos [redacted]
[redacted]

Understanding Our XRP Audience

Ripple.com XRP Portal Goals
1. Drive buyer interest.
2. Position XRP as the best bridge currency.
3. Segment XRP buyer audience from bank audience.

Increased XRP Portal Traffic & Targeted Content

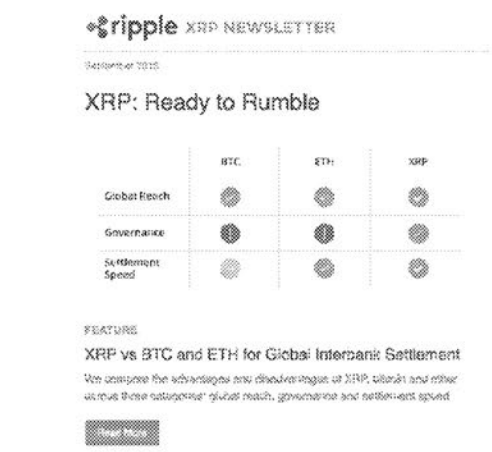


In September, there was a 39% increase in XRP Portal traffic.

We introduced a 'How to Buy XRP' article, which had over 3000 unique views and a 'XRP vs BTC and ETH' article on the 29th (garnering over 500 views in 2 days!).

We are successfully driving potential XRP buyers to the XRP Portal, aligning with our company objective of making XRP more liquid.

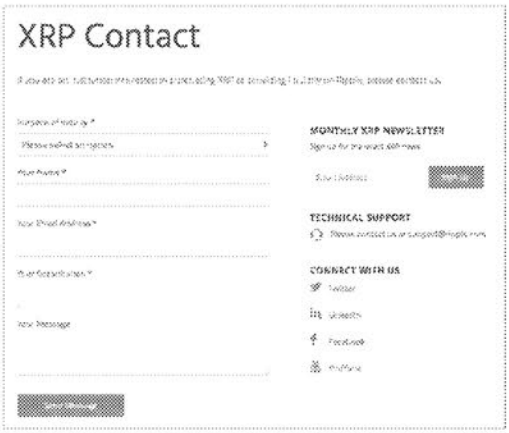
Targeting Our XRP Audience



We had 188 unique signups in September, a 69% increase since August. Our September XRP newsletter had a 62% open rate and a 35% click-through rate, a 34% increase since August, exceeding both industry averages and our own by 200%.

We beat our Q3 goal of 250 subscribers, with 520 to date.

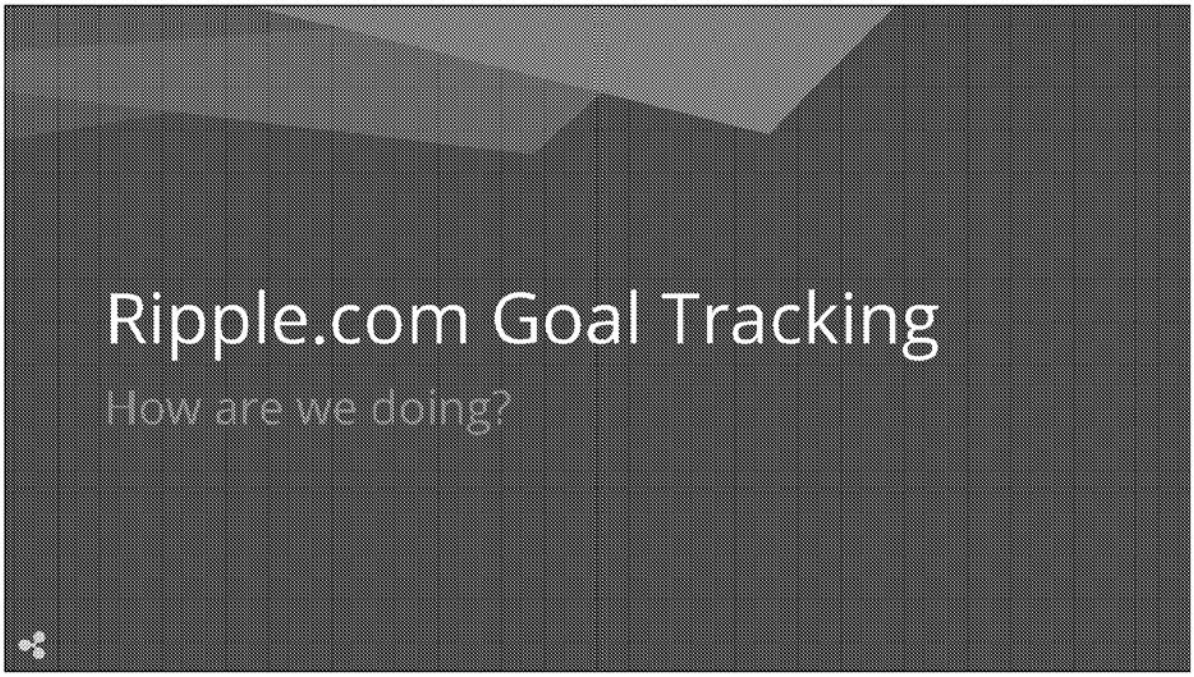
Increasing XRP Liquidity

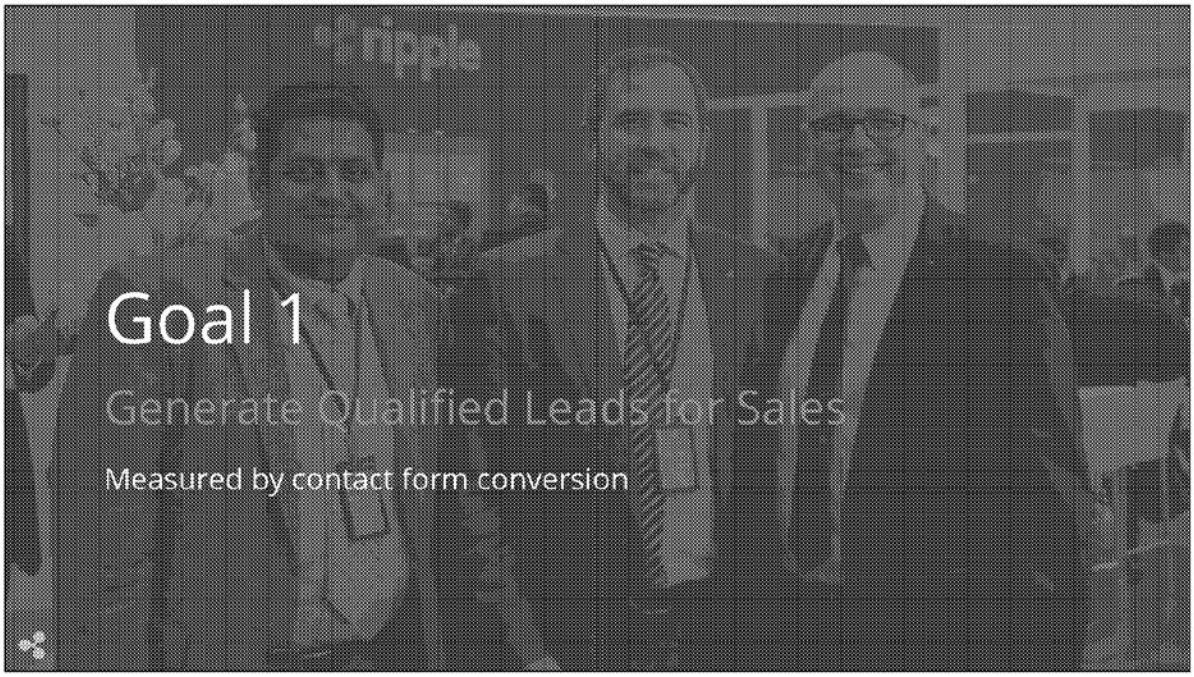


The XRP contact form tracks leads and interest from financial institutions, institutional investors and liquidity providers.

There were 16 XRP contact conversions in September: 1 institutional investor and 15 individuals.

In Q4, we are going to run specific XRP AdWord campaigns and will continue to create high-quality relevant content in order to increase XRP liquidity and attract our targeted audience.


Ripple.com Goal Tracking
How are we doing?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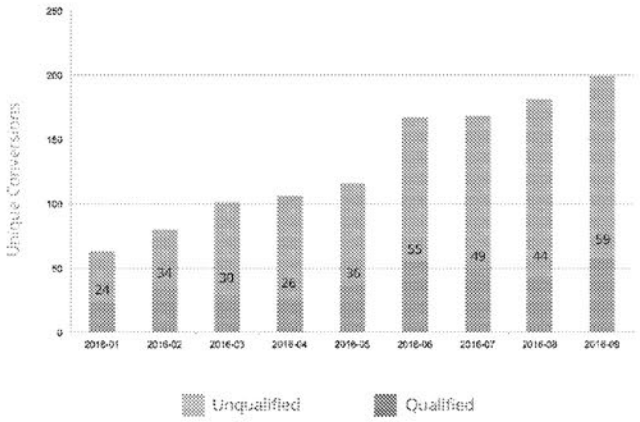
Goal 1
Generate Qualified Leads for Sales
Measured by contact form conversion

Record-Breaking Conversions & Qualified Leads



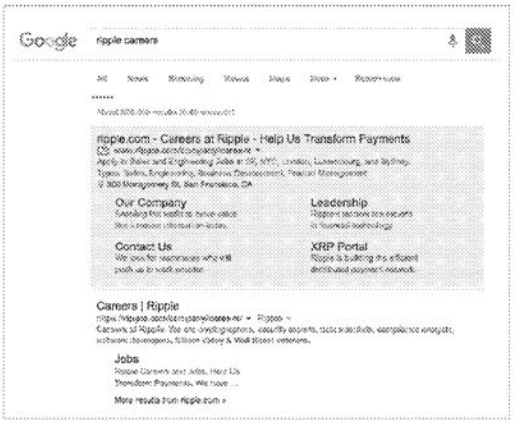
Google AdWords drove 13% of contact conversions this month, resulting in a 34% increase in contact page traffic and a 10% increase in total contact conversions.

A record-breaking 59 qualified leads in September, which is a 34% increase since August and a 28% improvement since Q2.

Qualified Conversion from Ripple.com in September
I'd like to meet you at Sibos to discuss potential partnership opportunities for our international trade business.
[redacted]

Goal 2
Attract World-Class Talent
Measured by job applicant submissions and accepted offers

Introducing Career-Specific AdWord Campaigns

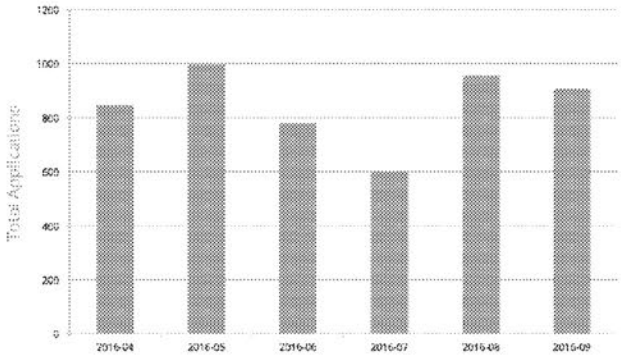


In September, we launched a targeted careers AdWord campaign in order to attract world-class talent.

Google searches and applications saw a huge spike from our Series B announcement (over 30 applicants on September 15th, a single day record by over 300%).

Top Job Applications on Ripple.com in September
Head of Strategic Partnerships
110 applications
Staff Accountant
87 applications
Product Manager, Ripple Solutions
80 applications

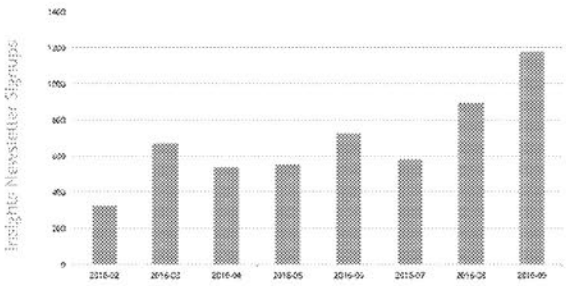
Decreased Total Applicants, Increased Accepted Offers



Although there was a slight decrease in total applicants, there was a 20% increase in accepted offers in September. In addition, we saw a 6.5% increase in applicants applying directly on Ripple.com compared to August.

Goal 3
Build Ripple's Reputation As An Industry Leader
Measured by content creation, traffic, audience growth, engagement, and return visitors

Record-Breaking Insights Newsletter Signup



We had a record-breaking 1175 unique signups for the Ripple Insights newsletter in September, a 30% increase since August. (5,307 total since February launch). 90% of these users are active daily on Insights.

Email open rates average 36%, this is over 40% better than industry averages and a 30% increase since Q2 averages. We are continuing to demonstrate thought leadership, retain active users and garner new readership.

Increased Social Audience Growth in Q3

September was a record-breaking month for social referral traffic to ripple.com. Average audience growth across all social channels for Q3 is 27%.

The combined effects of funding news, customer milestone, GPSG, and Sibos resulted in over 18k tweets tagging Ripple. September was also the best month **ever** for @Ripple retweets, at 1.6k. Additionally, we had 8.5k clicks to ripple.com from our tweeted links, and 1.5k clicks from our LinkedIn content.

Ripple on Facebook increased its audience size by 30% this quarter. This is notable and potentially useful because of the platform's penetration in markets where Twitter and Linkedin are less popular: APAC countries and the Middle East.

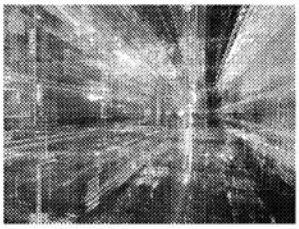
Record-Breaking Insights Traffic

4,158 pageviews

Several Global Banks Join Ripple's Growing Network

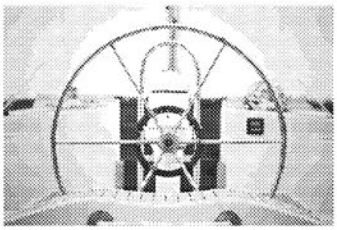
4,034 pageviews

Ripple Raises $55 Million in Series B Funding



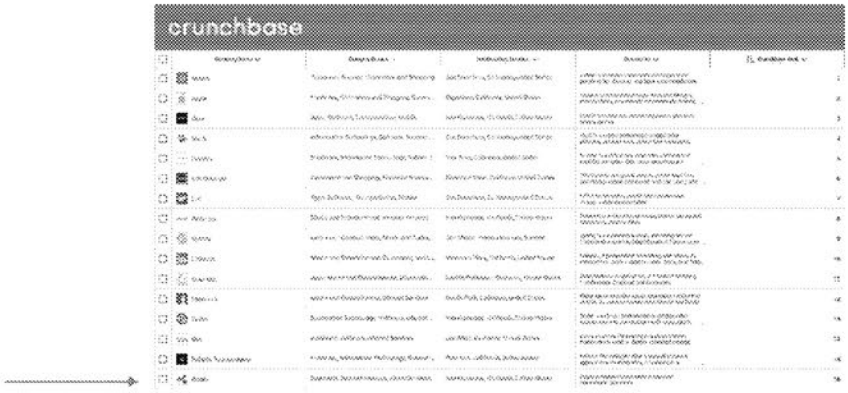
3,675 pageviews

Announcing Ripple's Global Payments Steering Group



With the combined effects of our biggest-ever news stories: Series B, the expansion of our network of banks, and GPSG headed into Sibos, Ripple broke all previous records this quarter for traffic, engagement, coverage, and share of voice. In Q3, we produced our most popular blogs, newsletters, social posts, and overall content of all time. ***Our message is clear, powerful, and we can measure Ripple's reach and influence like never before.***

Increased Visibility Across the Web



Ripple rose ~50 places on the Crunchbase ranking of companies following our Series B funding news, passing up Tesla, Dropbox and Netflix to peak at #15. Currently, the company is #16, where it has held for more than a week.

Conclusions & Key Takeaways from September/Q3

Total traffic increased by 43%, resulting in a 34% increase in qualified leads for sales.

AdWords click through rate increased by 113%, contributing to 3.6% of all user sessions on Ripple.com and resulting in 4 new meetings at Sibos.

Google searches and job applications saw a huge spike from our Series B announcement (over 30 applicants on September 15th, a single day record by over 300%).

There was a 39% increase in XRP Portal traffic and we beat our Q3 goal of 250 subscribers, with 520 to date.

A record-breaking month for social referral traffic to ripple.com. Average audience growth across all social channels for Q3 is 27%.

Series B, the expansion of our network of banks, and GPSG, Ripple broke all previous records in Q3 for traffic, engagement, coverage, and share of voice.

Q4 Goals for Ripple.com

Generate qualified leads for sales.

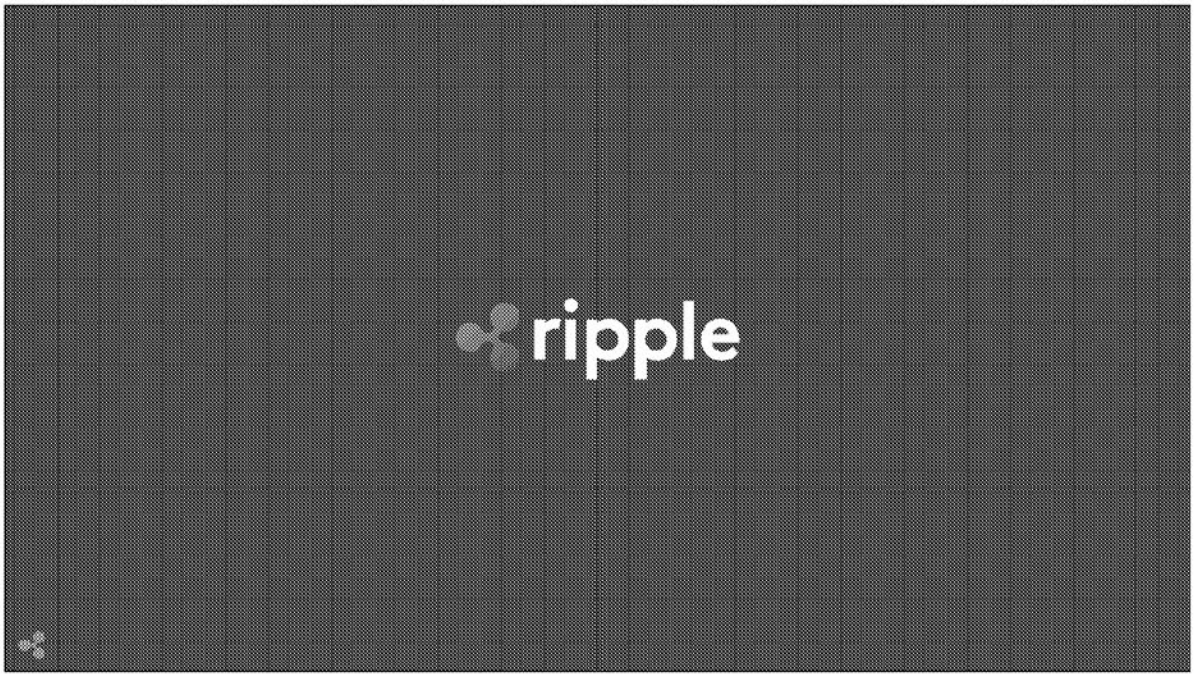
- 150 MQLs through gated content.
- 50 AdWord conversions.
- 10% increase in total conversions (~200/month).

Attract world-class talent.

- Improve company page to include LEGGO values!
- 20 new hires.

Build Ripple's reputation as an industry leader.

- 250,000 total visitors to Ripple.com.
- 10% increase in Insights subscribers (~600/month).
- 6 Insights posts per month, including 1 from an industry thought leader.
- 20% increase XRP Portal traffic.
- 350 new XRP newsletter subscribers.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